

4. (Amended) A dental bleaching composition as defined in claim 1, wherein said carrier comprises at least one tackifying agent.

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5. (Amended) A dental bleaching composition as defined in claim 4, wherein said at least one tackifying agent is selected from the group consisting of carboxypolymethylene, gums, proteins, and mixtures thereof.

6. (Amended) A dental bleaching composition as defined in claim 1, wherein said carrier includes up to about 50% water by weight of the dental bleaching composition.

7. (Amended) A dental bleaching composition as defined in claim 1, wherein said carrier includes at least one polyol.

8. (Amended) A dental bleaching composition as defined in claim 7, wherein said at least one polyol is selected from the group consisting of glycerin, propylene glycol, polypropylene glycol, polyethylene glycol, erythritol, sorbitol, mannitol, and mixtures thereof.

9. (Amended) A dental bleaching composition as defined in claim 1, further comprising at least one antimicrobial agent selected from the group consisting of chlorhexadine, tetracycline, cetyl pyridinium chloride, benzalkonium chloride, cetyl pyridinium bromide, methyl benzoate, propyl benzoate, and mixtures thereof.

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10. (Amended) A dental bleaching composition as defined in claim 1, further comprising at least one anticariogenic agent selected from the group consisting of sodium monofluorophosphate, sodium fluoride, stannous fluoride, and mixtures thereof.

11. (Amended) A dental bleaching composition as defined in claim 1, wherein said at least one dental bleaching agent is selected from the group consisting of hydrogen peroxide, carbamide peroxide, sodium perborate, benzoyl peroxide, glycerol peroxide, and mixtures thereof.

12. (Amended) A dental bleaching composition as defined in claim 1, wherein said dental bleaching agent is included in an amount of about 0.5% to about 50% by weight of the dental bleaching composition.

13. (Amended) A dental bleaching composition as defined in claim 1, wherein said dental bleaching agent is included in an amount of about 1% to about 30% by weight of the dental bleaching composition.

14. (Amended) A dental bleaching composition as defined in claim 1, wherein said dental bleaching agent is included in an amount of about 3% to about 20% by weight of the dental composition.

15. (Amended) A dental bleaching composition as defined in claim 1, further comprising at least one bleaching agent stabilizer selected from the group consisting of EDTA, salts of EDTA, adipic acid, succinic acid, citric acid, nitrates of tin, phosphates of tin, and mixtures thereof.

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A3 17. (Amended) A dental bleaching composition adapted for whitening and desensitizing a person's teeth without brushing or scrubbing, comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect on a person's teeth without brushing or scrubbing the person's teeth with the dental bleaching composition;

potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in at least one of (i) enhanced tooth whitening by said dental bleaching agent or (ii) reduced sensitivity that may be caused by said dental bleaching agent when the dental bleaching composition is passively maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier that is substantially free of abrasives into which said dental bleaching agent and potassium nitrate are dispersed.

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18. (Amended) A method for whitening and desensitizing a person's teeth, the method comprising:
providing a dental bleaching composition including:
a dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;
potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition; and
a carrier into which said dental bleaching agent and potassium nitrate are dispersed,
wherein the dental bleaching composition is substantially free of abrasives;
and
contacting the person's teeth with said dental bleaching composition for a time period of at least about 15 minutes.

19. (Amended) A method for whitening and desensitizing a person's teeth as defined in claim 18, wherein the person's teeth are contacted with said dental bleaching composition for at least about 2 hours.

20. (Amended) A method for whitening and desensitizing a person's teeth as defined in claim 18, wherein the person's teeth are contacted with said dental bleaching composition for at least about 1 hour.

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Please add new claims 21-35 as follows:

A4 21. (New) A dental bleaching composition as defined in claim 1, wherein said potassium nitrate prevents or reduces sensitivity that may be caused by said dental bleaching agent.

22. (New) A dental bleaching composition as defined in claim 21, wherein said potassium nitrate prevents or reduces sensitivity to hot or cold.

23. (New) A dental bleaching composition as defined in claim 21, wherein said potassium nitrate prevents or reduces gum sensitivity.

24. (New) A dental bleaching composition as defined in claim 21, wherein said potassium nitrate prevents or reduces tongue sensitivity.

25. (New) A dental bleaching composition as defined in claim 21, wherein said potassium nitrate prevents or reduces throat sensitivity.

26. (New) A dental bleaching composition as defined in claim 21, wherein said potassium nitrate causes enhanced whitening of teeth by said dental bleaching agent.

27 (New) A method for whitening and desensitizing a person's teeth as defined in claim 18, further comprising placing said dental bleaching composition into a dental tray and then placing the dental tray over the person's teeth.

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~~28~~ 28. (New) A dental bleaching composition for whitening and desensitizing a person's teeth comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;

potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in at least one of (i) an increase in tooth whitening by said dental bleaching agent or (ii) a reduction in sensitivity that may be caused by said dental bleaching agent; and

a carrier into which said dental bleaching agent and potassium nitrate are dispersed.

29. (New) A method for whitening a person's teeth comprising:

(a) providing a dental bleaching composition comprising:

(i) a dental bleaching agent included in an amount so as to whiten teeth;

(ii) potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition; and

(iii) a carrier into which said dental bleaching agent and potassium nitrate are dispersed;

(b) introducing a quantity of said dental bleaching composition into a dental tray;

and

(c) placing the dental tray over the person's teeth for a time period of at least about 15 minutes so as to whiten the person's teeth.

30. (New) A method for whitening a person's teeth as defined in claim 29, wherein said potassium nitrate prevents or reduces sensitivity that may be caused by said dental bleaching agent.

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31. (New) A method for whitening a person's teeth as defined in claim 30, wherein said potassium nitrate prevents or reduces sensitivity to hot or cold.

32. (New) A method for whitening a person's teeth as defined in claim 30, wherein said potassium nitrate prevents or reduces gum sensitivity.

33. (New) A method for whitening a person's teeth as defined in claim 30, wherein said potassium nitrate prevents or reduces tongue sensitivity.

34. (New) A method for whitening a person's teeth as defined in claim 30, wherein said potassium nitrate prevents or reduces throat sensitivity.

35. (New) A method for whitening a person's teeth as defined in claim 30, wherein said potassium nitrate causes enhanced whitening of teeth by said dental bleaching agent.

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